

# Corporate Directory

2001 • 2002  
(Effective 1/1/02)



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association



# The Blue Cross and Blue Shield of Florida Promise

## **Dedicated to providing caring solutions...**

Our business offers us a unique privilege. Day after day, year after year, the people in our community look to us to help them support and protect their most precious of gifts: their lives and the lives of their loved ones. In them, we see our friends, our family, our neighbors, ourselves.

We wear our responsibility proudly and strive to earn their continued respect and trust every day. In our company, they must see strength, experience and commitment. In our products and services, they must see practical, real-world solutions designed with their diverse and ever-changing needs in mind. In our approach, they must see the ability to make choices. In our people, they must see warmth, action and integrity.

The people we serve must know that we will work with them when they need us most. With us, they must gain the ability to live confident lives.

# history

Blue Cross and Blue Shield of Florida grew out of a merging of two organizations. One of these organizations was Florida Hospital Service Corporation, which began in 1944 with a small office in Jacksonville and a staff of four. Florida Hospital Service Corporation later became Blue Cross of Florida.

The other organization was the Florida Medical Services Corporation, which later became Blue Shield of Florida. Florida Medical Services Corporation opened its doors in 1946 and applied the same principle to physician services as the predecessor of Blue Cross had done to hospital care.

By 1951, the corporate names of Blue Cross of Florida, Inc. and Blue Shield of Florida, Inc. were adopted, and non-group enrollment in the Plans was opened to the public on a statewide basis for the first time.

In 1957, Blue Cross and Blue Shield began administering two government programs, CHAMPUS and the Federal Employee Program. Blue Cross and Blue Shield continued its CHAMPUS involvement until 1976. In 1966, the Plans also became the primary administrators of the Medicare program in the state of Florida.

Blue Cross of Florida and Blue Shield of Florida consolidated to form a single corporation in July 1980. The consolidation

resulted in greater financial flexibility and put Blue Cross and Blue Shield of Florida, Inc. in a better competitive position in the marketplace. The consolidation has also made it possible for the Florida Company to fund innovative programs benefiting the public, such as health maintenance organizations (HMOs), preferred provider organizations (PPOs) and a variety of cost containment programs.

Until October 1982, Blue Cross and Blue Shield of Florida was organized as a not-for-profit hospital, medical and surgical service plan under the Florida statutes. In October 1982, the Plan changed its legal status and became a not-for-profit mutual insurance company. Although it had no shareholders, as a mutual company, the Florida Plan's policyholders have become "members" with voting rights at the annual meeting of the corporation.

In 1982, Blue Cross and Blue Shield of Florida acquired its first health maintenance organization. Today, Blue Cross and Blue Shield of Florida and its subsidiaries serve more than 5 million Floridians.

Health care financing, administration and delivery have changed dramatically since the corporation's beginnings in 1944, but the purpose of Blue Cross and Blue Shield of Florida has remained the same – to provide quality health care at a reasonable cost.

## Chairman, President and Chief Executive Officer



**Michael Cascone, Jr.**  
*(Elizabeth)*

Chairman  
President and Chief Executive Officer,  
Blue Cross and Blue Shield of Florida, Inc.  
P. O. Box 60729  
Jacksonville 32236-0729

Tel 904 / 905-6115  
Fax 904 / 905-0800  
mike.cascone@bcbsfl.com

Mr. Cascone was appointed President and Chief Operating Officer in January 1996. He became President and Chief Executive Officer July 1, 1998.

Mr. Cascone was elected Chairman of the Board, effective January 1, 2002.

## Vice Chairman of the Board



**Lewis A. Doman**

*(JoAnn)*

Retired Chairman of the Board and Chief Executive Officer,  
The Citizens and Peoples National Bank  
1213 Willowood Lane  
Gulf Breeze 32561

Tel 850 / 934-9948  
Fax 850 / 934-6433  
lad128@aol.com

Mr. Doman served on the Board of the former Blue Shield of Florida, Inc. from May 1973, and has continued to serve on the consolidated Board since 1980. He was elected Vice-Chairman in September 1985 and continues to serve in that capacity. Mr. Doman serves as Chairman of the Executive Committee and ex-officio member of all other committees.

## Board of Directors

**DuBose Ausley**

850 / 425-5433

**Robert M. Beall II**

941 / 747-2355, Ext. 233

**Henry H. Beckwith**

904 / 387-7920

**Catherine P. Bessant**

704 / 387-4985

**Edward L. Boykin**

813 / 960-3334

**Hugh M. Brown**

321 / 269-5363

**Michael Cascone, Jr.**

904 / 905-6115

**Lewis A. Doman**

850 / 934-9948

**W.D. (Bill) Frederick, Jr.**

407 / 207-6710

**Jan B. Luytjes, Ph.D.**

305 / 666-3482

**Walter S. McLin III**

352 / 787-1241

**Bernal Quiros**

305 / 666-6899

**Frank P. Scruggs, Jr.**

954 / 768-8262

**Gonzalo F. Valdes-Fauli**

305 / 894-8733

**Board Emeritus:**

**Yank D. Coble, Jr., M.D.**

904 / 388-9345

**General Counsel  
to the Board:**

**John M. McNatt, Jr., Esq.**

Holland and Knight

904 / 798-7232





## DuBose Ausley

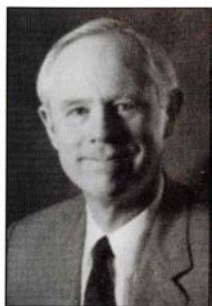
*(Sallie)*

Chairman,  
Ausley & McMullen, Attorneys at Law  
P. O. Box 391  
Tallahassee 32302

Tel 850 / 425-5433  
Fax 850 / 222-7560  
dausley@ausley.com

**Chairman:** Board Governance/  
Nominating Committee.

**Member:** Executive and Personnel and  
Compensation Committees. Mr. Ausley  
has served on the Board since  
July 1982.



## Robert M. Beall II

*(Aldona)*

Chairman and Chief Executive Officer,  
Beall's Inc.

P. O. Box 25207  
Bradenton 34206

Tel 941 / 744-4233  
Fax 941 / 749-7926  
rmbii@beallsinc.com

**Chairman:** Personnel and  
Compensation Committee.

**Member:** Executive and Board  
Governance/Nominating Committees.  
Mr. Beall has served on the Board  
since September 1994.



## **Henry H. Beckwith**

*(Madeleine)*

Senior Vice President,  
W. W. Gay Mechanical Contractors, Inc.  
524 Stockton Street  
Jacksonville 32204

Tel 904 / 387-7920

Fax 904 / 389-4901

[hbeckwithsr@wwgmc.com](mailto:hbeckwithsr@wwgmc.com)

**Member:** Executive Committee, Audit & Compliance Committee and Finance Committee. Also serves as Chairman of the HOI Board (BCBSF's HMO subsidiary). Mr. Beckwith has served on the Board since May 1986.



## **Catherine P. Bessant**

*(John Clay)*

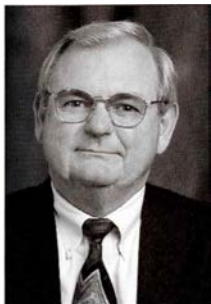
Chief Marketing Officer and  
President of North Carolina  
Bank of America Corporation  
100 N. Tryon Street  
Mail Code NC1-007-56-16  
Charlotte, NC 28255

Tel 704 / 387-4985

Fax 704 / 386-9990

[cathy.bessant@bankofamerica.com](mailto:cathy.bessant@bankofamerica.com)

**Member:** Board Governance/  
Nominating and Personnel and  
Compensation Committees.  
Ms. Bessant was elected to the  
Board in September, 2001.



## **Edward L. Boykin**

*(Ileana)*

Certified Public Accountant  
1711 Magdalene Manor Drive  
Tampa 33613-1936

Tel 813 / 960-3334

Fax 813 / 960-9107

e.boykin@worldnet.att.net

**Chairman:** Finance Committee.

**Member:** Executive and Audit & Compliance Committees. Mr. Boykin has served on the Board since July 1982.



## **Hugh M. Brown**

*(Ina)*

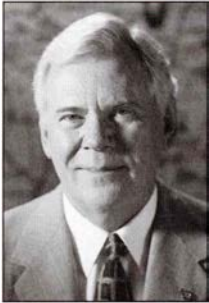
Retired President and CEO, BAMSI, Inc.  
3740 Raney Road  
Titusville 32780

Tel 321 / 269-5363

Fax 321 / 383-1041

bamsihmb@worldnet.att.net

**Member:** Personnel and Compensation and Audit & Compliance Committees. Mr. Brown has served on the Board since September 1995.

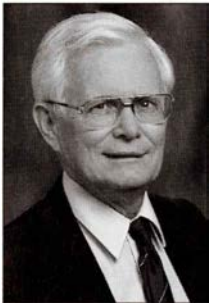


**W. D. (Bill) Frederick, Jr.**  
*(Joanne)*

President,  
Frederick Enterprise Group  
P. O. Box 2951  
Orlando 32802

Tel 407 / 207-6710  
Fax 407 / 207-6708  
wdfredjr@aol.com

**Member:** Audit & Compliance and  
Finance Committees. Mr. Frederick  
has served on the Board since  
September 1994.



**Jan B. Luytjes, Ph.D.**  
*(Dorothea)*

Professor, School of Business and  
Organizational Sciences, Florida  
International University  
12920 SW 60th Avenue  
Miami 33156

Tel 305 / 666-3482  
Fax 305 / 348-6146  
jbluytjes@aol.com

**Member:** Audit & Compliance and  
Finance Committees. Dr. Luytjes served  
on the Board of the former Blue Cross  
of Florida, Inc. from October 1978,  
and has continued to serve on the  
consolidated Board since 1980.



## Walter S. McLin III

*(Gwendolyn)*

Partner, McLin, Burnsed, Morrison,  
Johnson, Newman and Roy, P. A.,  
Attorneys at Law  
P. O. Box 491357  
Leesburg 34749-1357

Tel 352 / 787-1241

Fax 352 / 787-4265

waltm@mclinburnsed.com

**Chairman:** Audit & Compliance  
Committee.

**Member:** Executive and Finance  
Committees. Mr. McLin has served on  
the Board since January 1985.



## Bernal Quiros

*(Marje)*

Retired Businessman  
7601 Old Cutler Road  
Coral Gables 33143

Tel 305 / 666-6899

Fax 305 / 666-0383

bernqui@aol.com

**Member:** Board Governance/  
Nominating and Finance Committees.  
Mr. Quiros has served on the Board  
since September 1989.



## **Frank P. Scruggs, Jr.**

*(Floydette – “Skip”)*

Attorney at Law  
Greenberg Traurig  
515 East Las Olas Boulevard, Suite 1500  
Ft. Lauderdale 33301

Tel 954 / 768-8262  
Fax 954 / 765-1477  
scruggsf@gtlaw.com

**Member:** Board Governance/  
Nominating and Finance Committees.  
Mr. Scruggs has served on the Board  
since September 1995.



## **Gonzalo F. Valdes-Fauli**

*(Louise)*

Vice Chairman Emeritus,  
Barclays Capital Latin America  
c/o Hemisphere National Bank  
2159 Coral Way  
Miami 33145

Tel 305 / 894-8733  
Fax 305 / 860-4761  
gvaldes-fauli@hnbl.com

**Member:** Personnel and Compen-  
sation and Board Governance/  
Nominating Committees. Mr. Valdes-  
Fauli has served on the Board since  
September, 1995.

## Board Emeritus



**Yank D. Coble, Jr., M.D.**  
*(Shereth)*

Endocrinologist  
1045 Riverside Avenue  
Jacksonville 32204

Tel 904 / 388-9345  
Fax 904 / 388-7913  
yankcoble@ama-assn.org

Dr. Coble has served on the Board since May 1994.

### **Board Emeritus**

Effective July 23, 2001

## General Counsel to the Board



**John M. McNatt, Jr., Esq.**

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*(Pat)*

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Public Affairs, General Counsel  
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*(Shelly)*

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Shells line the beaches of  
our state by the millions.  
They wash up on our shores  
from seas far and near.  
Rarely do we pause and look  
at just one. Each shell is  
different in its detail and  
beauty, a unique protective  
home. Protection – that is  
what our customers look for  
from us. Individual, different  
– these are our customers.  
It is our privilege to offer  
protective, caring solutions  
to Floridians, today and  
whenever they need us most.



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